

WHAT IS CLAIMED IS:

1. A rigid polyvinyl chloride article comprising:
 - A. a polyvinyl chloride resin;
 - B. a member selected from the group consisting of:
 1. about 0.2 to about 5 weight parts per 100 parts of component A of an ester of a monofunctional organic acid and a dihydric alcohol,
 2. about 0.2 to about 5 weight parts per 100 parts of component A of an ester of a monofunctional organic acid and a monohydric alcohol,
 3. about 0.2 to about 5 weight parts per 100 parts of component A of a monohydric alcohol ester of a dicarboxylic aromatic acid, and,
 4. about 0.2 to about 5 weight parts per 100 parts of component A mixtures of 1 and 2, 1 and 3, 2 and 3, and 1, 2, and 3, and;
 - C. an organic acid having more than 40 carbon atoms, said organic acid being present in a weight ratio of about 0.2 to about 2 parts per part of component B,
- provided further that said article has at least one of the following properties gloss % reflectance @ 60° of less than 65 and withstands a falling dart impact of greater than 247.1 ft-lb/inch.

2. The rigid polyvinyl chloride article of claim 1 wherein component B is present at about 0.2 to about 5 parts per hundred weight parts of component A.
3. The rigid polyvinyl chloride article of claim 1 wherein component C is present at about 0.2 to about 5 parts per hundred weight parts of component A.
4. The rigid polyvinyl chloride article of claim 1 wherein component B 1 has from 12 to 22 carbon atoms in the organic acid.
5. The rigid polyvinyl chloride article of claim 1 wherein component B 2 has from 12 to 22 carbon atoms in the organic acid.
6. The rigid polyvinyl chloride article of claim 1 wherein component C is present to component B in a weight ratio of 0.2 to about 2 parts per part of component B.
7. The rigid polyvinyl chloride article of claim 1 wherein the dihydric alcohol contains from 2 to 12 carbon atoms.
8. The rigid polyvinyl chloride article of claim 1 wherein the monohydric alcohol contains from 12 to 22 carbon atoms.
9. The rigid polyvinyl chloride article of claim 1 wherein the aromatic acid is

phthalic acid.

10. The rigid polyvinyl chloride article of claim 1 wherein component C contains 45 to 70 carbon atoms.
11. The rigid polyvinyl chloride article of claim 1 wherein component C is a high density organic acid.
12. The rigid polyvinyl chloride article of claim 1 wherein component C is present to component B in a weight ratio of 0.3 to about 1.5 parts per part of component B.
13. The rigid polyvinyl chloride article of claim 1 wherein has both of the following properties gloss % reflectance @ 60° of less than 65 and withstands a falling dart impact of greater than 247.1 ft-lb/inch.
14. The rigid polyvinyl chloride article of claim 1 wherein the property met is gloss % reflectance @ 60° of less than 65.
15. The rigid polyvinyl chloride article of claim 1 wherein the property met is a falling dart impact of greater than 247.1 ft-lb/inch.